

## Message from the Executive Director

As I look back at 1984, I am pleased to announce that Aspira successfully achieved very significant goals during this Program Year. Thanks to your support, 1,762 Aspirantes were helped and received an array of services from counseling and tutoring, to leadership development and job placement.

As of November 1984, Aspira re-established a base of operations in Jersey City to serve the youth of Hudson County. Thanks to the generosity of President Joseph F. Scott, Aspira secured office space at the Student Center of Hudson County Community College. This action taken by the college reaffirms the strong relationship that exists between Aspira and institutions of higher education. By rooting Aspira in the heart of the community, we can continue to work in partnership with educational institutions to improve the quality of life for the Hispanic youth of Hudson County.

We also began developing links with the business community in Hudson County thanks to the assistance of Mr. Thomas Stanton, President of First Jersey National Bank, in order to strengthen Aspira's development efforts there. We are proud to announce that Aspira has a new Committee of Sponsors in Hudson County formed by some of the leading business people there.

Concerning overall agency finances, I am very pleased to announce that the end of 1984 found Aspira in sound financial health. This is clearly attributed to the commitment and support that we received from all of our contributors who believe as we do that the youth in our community is our most valuable resource.

Under the capable leadership of Mr. Rafael Valentin, Chairperson of the Aspira Board of Directors, three major thrusts in 1985 will be addressing program and administrative issues that will have a tremen-

dous impact on our services to Hispanic youth. These are:

1. Reducing the devastating drop-out rate of Hispanic students by developing programs and collaborative efforts to combat this problem.
2. Securing a building to accommodate Aspira's program needs and to ensure stability and continuity.
3. Expanding our job training and placement services.

It is clear that Aspira has established itself as a significant

and permanent institution in the larger New Jersey community. Your continued affiliation and support guarantees a brighter future for all of us!

*Maria Vizcarrondo-DeSoto*  
Maria Vizcarrondo-DeSoto  
Executive Director  
May 1985



Maria Vizcarrondo-DeSoto, Executive Director of Aspira, presenting award to Joseph F. Scott, President of Hudson County Community College at Aspira's 8th annual luncheon.

## Program Report 1984

### Introduction

Aspira, Inc. of New Jersey has advocated excellence in education since its inception in 1968. Through innovative programs and continued dedication to the development of leadership ability, Aspira helps its participants achieve a better quality of life.

In 1984, Aspira went beyond its standard career and educational counseling services to encompass a diverse involvement in the communities it serves. Students reached ranged from 7th grade through graduate school, including intensive outreach to drop-outs.

Aspira discovered, through its early intervention program with 7th and 8th grade students, that the impact made at that stage lays the foundation for stronger motivation and preparation for secondary education. In addition, students also begin seriously to plan their own futures.

The development of leadership ability continues to be a cornerstone in Aspira's programs, as ten Aspira clubs were maintained at junior and senior high schools in Essex, Hudson, and Passaic Counties. In addition, counselors served 1,762 students in the 1983-84 academic year and placed 364 in post-secondary schools.

The following are highlights from each Aspira County Center.

**Essex County Center**  
Aspira's Leadership Skills Development Program helped to motivate students toward the early planning of their own futures. The program, which is conducted at Berringer Preparatory Jr. High School, and Arts High School, offered

many activities to retain students and ensure their progression to secondary education. A Communication Skills workshop taught students to express themselves in a constructive manner and to become more vocal in class discussions. In addition, a field trip to El Museo Del Barrio in New York provided exposure to the many facets of the Hispanic arts.

Grade point averages markedly improved through computer aided instruction in the Business Careers Math/Science Tutoring Program. Students were given hands-on experience with computers which motivated them to pursue mathematics and science more enthusiastically. As a result of the success of this program, Homework Centers were established in various schools in Newark to facilitate program outreach.

The Business Careers summer Leadership Education and Development Program, (L.E.A.D.), also met with success as it provided youth with training in resume writing, job hunting, and other workshops related to the world of work. In addition, the Annual Business and Engineering Conference, co-sponsored by New Jersey Institute of Technology, proved to be valuable to our Aspirantes. The Health Careers Program moved forward with its goal to increase the number of professionals in the fields of medicine, dentistry, pharmacy, veterinary medicine and osteopathic medicine. The high school component in Essex County worked closely with students to strengthen motivation and career awareness. Through the Health Ca-



*At an August retreat in Blairstown, students learn leadership skills.*

reers Club, professionals were able to speak to the participants about the discipline and determination needed for the undertaking of these rigorous fields of study. Similar activities were conducted at the college level with pre-professional students throughout New Jersey.

**Passaic County Center**  
Since its re-opening in 1982, the Talent Search Program continued its goals to place Aspirantes in post-secondary institutions throughout the United States. This included 4 year colleges, 2 year colleges, and vocational and technical schools.

Participants were motivated through a wide range of activities including the Second Annual Leadership Conference at William Paterson College and the S.A.T. Review Course at Passaic County Community College.

A new workshop concept, the Health Careers Capsule, was implemented at the University of Medicine and Dentistry of New Jersey. The diversity of careers in the health field was discussed by a speakers' panel that represented the hi-

erarchy of professionals and the interdependence of their roles. This enabled Aspirantes to receive the full range of information and make more informed decisions about this career field.

Students also visited Prudential Computer Systems in Roseland, Fashion Institute of Technology in New York, and New Jersey Institute of Technology, in order to gain a broad-based exposure to college life and programs.

The Passaic county Aspira Clubs Federation enjoyed a successful second year. This group is comprised of representatives from each of the three Aspira Clubs in the Talent Search Program. Since its establishment in 1982, the Federation has been raising funds to provide scholarships to their members on a competitive basis.

The Federation's major fundraiser, the Second Annual Dinner Dance, and other year round fundraising events, brought the Club Federation Scholarship Fund from \$600.00 in 1983, to \$900.00 in 1984. The Federation Selection Committee chose Henry

Lozano of Passaic High School, Marjorie Ulloa of John F. Kennedy High School, and Carmen Alvarez of Eastside High School for the 1984 awards. The Federation greatly acknowledges those community and education officials who became Scholarship Patrons in 1984, and remains dedicated to the continued growth of the Fund in 1985.

**Hudson County Center**  
With the re-opening of the Hudson County Office, the Health Careers Program was able to permanently extend its services beyond Essex County. The establishment of an office in Hudson County Community College provided the high school Health Careers students with the necessary services of an Aspira Counselor.

A joint Health Professions Conference was conducted by the New Jersey and New York Aspira Programs at the University of Medicine and Dentistry of New Jersey. Dr. Helen Rodriguez-Trias was the keynote speaker for the event. Also, a lecture series highlighted such topics as "The Role of the Minority Health Professional" and "The Social Work Aspect of Medicine". Health Careers staff also attended a special training session on the Scholastic Aptitude Test and the Medical College Admission Test provided by the Educational Testing Service. In addition, the Health Careers Club members served as bilingual aides in the 4th Annual Health Fair at the United Cerebral Palsy Center in Hoboken.

**Aspira Clubs**  
**Essex County**  
Arts High School  
Barringer High School  
Barringer Preparatory Junior High School  
Broadway Junior High School  
Eastside High School  
Health Professions Club  
Our Lady of Good Counsel High School  
**Passaic County**  
Eastside High School  
John F. Kennedy High School  
Passaic County Clubs Federation  
Passaic High School  
**Hudson County**  
Ferris High School  
Hoboken High School

**Community Involvement**  
Aspira's participation in community events was diversified. The Aspira staff extended themselves in many directions making Aspira's presence felt in groups not otherwise directly served by the agency.

The Health Careers Program staff participated in the Puerto Rican Health Organization's Conference by manning a table which exhibited Aspira program information. The Aspira Health Careers Counselor served on the Minority Admissions Advisory Board at the University of Medicine and Dentistry of New Jersey which contributed to Aspira's efforts to increase the number of Hispanic Health Professionals.

The Leadership Skills Development Program staff attended a "Child Abuse Prevention Symposium" at William Paterson College and a meeting of the Essex County Network on Adolescent Pregnancy" held at our Essex County Center. A food basket was donated to Senior Citizens by high school

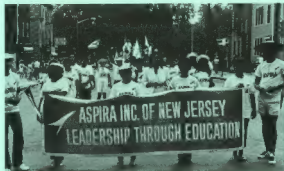


Students receive certificates at Aspira's annual awards ceremony in June

students at Thanksgiving, and junior high school students marched in the "Puerto Rican Day Parade" in Newark this past summer.

Staff at the Essex County Center held a "Three Kings Festival" for children and parents, where gifts were distributed and Puerto Rican folk music was played for the day's festivities.

These activities were instrumental in strengthening Aspira's ties with the community and demonstrating our interest and concern for people of all ages who need our services. In addition, the events also served to further publicize our many programs and expose our participants to different community experiences.



Maria Vizcarondo, Executive director of Aspira, with Aspirantes from all three counties in the July 1984 Puerto Rican Day Parade.

## Highlights

### Higher Education

Aspira co-sponsored with the New Jersey Institute of Technology, ECC and Rutgers, the annual Hispanic Association of Higher Education in New Jersey (HAHE, NJ) conference held in March 1985 at Essex County College, with a reception at the Rutgers School of Arts and Sciences. The theme of the conference was "Hispanics in Higher Education—What Agenda?" and concerned issues of faculty, enrollment and curriculum. Aspira held a leadership development workshop for students attending the conference.

**Report to the Community**  
Luis Alvarez, President of National Urban Fellows, was the keynote speaker at Aspira's 8th annual luncheon held at the Quality Inn in Newark in March 1985. The luncheon, supported in part by a contribution from Anheuser-Busch, had the best attendance yet with over 350 guests, including college presidents, union representatives, corporate leaders and elected officials. Esther Ortiz, a junior

from Eastside High School in Paterson, represented the Aspirantes and told luncheon guests how much Aspira had helped her achieve her personal and career goals. Joseph F. Scott, President of Hudson County Community College received a special award for providing space at the college so that Aspira could continue to have a presence in Hudson County. Two special features of the luncheon were a greeting sent from Governor Kean, and guitar music provided by Robinson Rivera, an Aspirante from Newark.

### Partnership

Aspira's Executive Director, Maria Vizcarrondo-DeSoto, was and continues as a member of The Newark Collaboration Group (NCG), a partnership among government, corporations, foundations, education and religious leaders, and community-based organizations, formed to promote the economic development of Newark and to improve the quality of life for all the citizens in Newark. Ms. DeSoto is also

the Chair of the NCG Public Participation Committee to ensure that all segments of the community have input and involvement in NCG's process and activities.

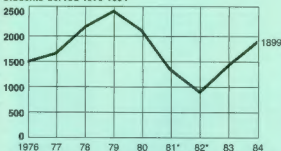
Aspira is investing time and energy in this effort to achieve parity for all groups because it complements Aspira's own mission.

### Non-Traditional Careers

The third annual Conference of Women in the Trades was co-sponsored by Aspira, along

with 16 other sponsors representing education, government and industry. This year the conference was held in Newark to attract more minority and low-income women to participate. The workshops were geared to providing information on high paying, non-traditional technical careers and training opportunities in the state. With a record breaking attendance of 400 participants, this event was held at Essex County College in November 1984.

### Students Served 1976-1984

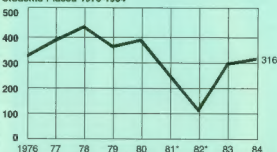


\* The drastic drop in students served was due to the elimination of the Talent Search Program during the years 1980-1982.

Total Student Case load 1969-1984: 19,947

Total New Students Served 1969-1984: 11,521

### Students Placed 1976-1984



\* The drastic drop in students placed was due to the elimination of the Talent Search Program during the years 1980-1982.

Total Students Placed 1969-1984: 3,850



Aspira's 8th annual luncheon. Seated left to right: Joseph F. Scott, President, Hudson County Community College; Maria Vizcarrondo-DeSoto, Executive Director, Aspira, Inc. of New Jersey; Alan V. Lowenstein, Member, Aspira Committee of Sponsors; Bishop David Arias (back to camera); Luis Alvarez, keynote speaker; and Rafael Valentin, Chairperson, Aspira Board of Directors.

**Aspira, Inc. of New Jersey**  
**Statement of Support, Revenue, Expenses and Changes in Fund Balances**  
**Year Ended June 30, 1984**

**Financial Highlights**

	Current funds		Fixed asset fund	Total all funds
	Unrestricted	Restricted		
Public Support, grants and revenue:				
Corporations and foundations	\$ 63,725	\$ 69,162	\$ 3,218	\$136,105
Government grants	—	228,857	—	228,857
Transfers from Aspira of America, Inc.	—	85,459	—	85,459
Community, including United Way	39,087	—	—	39,087
Miscellaneous	10,773	—	—	10,773
Transfers of administrative overhead	20,533	(20,533)	—	—
Total public support, grants and revenue	134,118	362,945	3,218	500,281
Expenses:				
Program services:				
Health career opportunities	—	84,847	—	84,847
Public education	13,012	—	—	13,012
Other career and educational counseling	—	270,268	—	270,268
Total program services	13,012	355,115	—	368,127
Supporting services				
Management and general	59,800	—	5,011	64,811
Fund raising	13,389	—	—	13,389
Total supporting services	73,189	—	5,011	78,200
Total expenses	86,201	355,115	5,011	446,327
Excess (deficiency) of public support, grants and revenue over expenses	47,917	7,830	(1,793)	53,954
Transfers from (to) other funds	1,309	(2,309)	1,000	—
Fund balances (deficits), beginning of period	(24,264)	3,846	11,768	(8,650)
Fund balances, end of period	\$ 24,962	\$ 9,367	\$ 10,975	\$ 45,304

**Private Grants and Contributions (through May 1985)**

Foundations	\$100 and over Individual Contributors	Agency Contributors and Community Funds
The Becton, Dickinson Foundation	Joseph Cory	Aspira of America
The Max & Dora Cooper Family Foundation	Edward J. Lenihan	Bloomfield College
Geraldine R. Dodge Foundation	Leonard Lopez	Board of Chosen Freeholders, County of Essex
The Hyde & Watson Foundation	Alan V. Lowenstein	College of Insurance
The Robert Wood Johnson Foundation	Herbert L. Pitts	Congreso Boricua
Leavens Foundation	Hector Pou	Cornell University
The Merck Company Foundation	Miguel A. Rivera	Drake College of Business
Jay R. Monroe Memorial Foundation	Maria Santiago-Mercado	Essex County College
Prudential Foundation		Hudson County Community College
Roxitcus Fund		International Ladies Garment Workers Union
The Florence and John Schumann Foundation		International Union of Operating Engineers
Turrell Fund		Jersey City State College
Victoria Foundation, Inc.		Kean College of New Jersey
Vincent and Anna Visceglia Foundation		La Casa de Don Pedro
		Mercer County Community College
		Montclair State College
		Newark Board of Education

Aspira, Inc. of New Jersey  
Statement of Functional Expenses  
Year Ended June 30, 1984

## Financial Highlights

	Program services				Supporting services			
	Health Career opportunities	Public education	Other career and educational counseling	Total	Management and general	Fund raising	Total	Total expenses
Salaries	\$ 54,282	\$ 4,536	\$143,457	\$202,275	\$ 37,104	—	\$ 37,104	\$239,379
Payroll taxes and fringe benefits	12,043	907	27,300	40,250	7,208	—	7,208	47,458
Total salaries and related costs	66,325	5,443	170,757	242,525	44,312	—	44,312	286,837
Board activities and meetings	—	—	—	—	446	—	446	446
Interest	—	—	233	233	37	—	37	270
Occupancy, utilities and maintenance	5,064	—	22,578	27,642	3,395	—	3,395	31,037
Other office operating expenses	110	—	—	110	3,844	—	3,844	3,954
Payroll tax penalties	—	—	—	—	635	—	635	635
Printing and publications	16	768	3,683	4,467	1,000	94	1,094	5,561
Professional fees and contractual services	1,149	6,500	25,459	33,108	1,592	13,000	14,592	47,700
Program activities, seminars and workshops	3,072	—	3,594	6,666	207	—	207	6,873
Student scholarships, stipends and fellowships	—	—	13,900	13,900	—	—	—	13,900
Supplies and equipment rental	4,977	—	10,360	15,337	2,651	—	2,651	17,988
Telephone and postage	2,778	—	10,614	13,392	—	171	171	13,563
Travel and meetings	667	259	5,710	6,636	889	124	1,013	7,649
Miscellaneous	—	42	1,716	1,758	792	—	792	2,550
Total expenses before depreciation and amortization	84,158	13,012	268,604	365,774	59,800	13,389	73,189	438,963
Depreciation and amortization	689	—	1,664	2,353	5,011	—	5,011	7,364
	\$ 84,847	\$ 13,012	\$270,268	\$368,127	\$ 64,811	\$ 13,389	\$ 78,200	\$446,327

Agency Contributors (continued)  
Newark Coalition for Neighborhoods  
New Jersey Institute of Technology  
North Ward Center, Inc.  
Passaic County Community College  
Ramapo College  
Regional Health Planning Council  
Rutgers University  
St. Peter's College  
Seton Hall University  
Stevens Institute of Technology  
Technical Training Project, Inc.  
United Way of Essex and West Hudson  
The University of Medicine and Dentistry of New Jersey  
Upsala College  
William Paterson College

Corporations  
Aircor, Inc.  
Allied Corporation  
Anheuser-Busch, Inc.  
Arrow Group Industries, Inc.  
AT&T Bell Labs  
AT&T Communications  
Bally's Park Place Casino Hotel  
Bell Communications Research  
Broad National Bank  
The Bunbury Co. Inc.  
Burger King  
Cartier Savings and Loan Assoc.  
Ciba-Geigy Corp.  
City National Bank of New Jersey  
Joseph Cory Warehouse, Inc.  
Crum & Forster Corp.

Edwards & Kelcey, Inc.  
First Jersey National Bank  
First National State Bank of New Jersey  
Goya Foods, Inc.  
Hoffmann-La Roche, Inc.  
Howard Savings Bank  
Jacobs  
Johnson & Johnson  
Margon Corporation  
McDonald's  
Midlantic National Bank  
George A. Milton Can Co.  
Mutual Benefit Life Insurance Co.  
Nabisco, Inc.  
New Jersey Bell  
New Jersey Transit

Princeton Organizational Consulting Group  
Prudential Insurance Co. of America  
PSE&G  
Sandoz, Inc.  
Schiffenhaus Packaging Corp.  
Scott Printing Corp.  
Sol, Masch & Company  
Squibb Corporation  
Supermarkets General Corp.



**Aspira, Inc. of New Jersey****Annual Report****July 1, 1983 to****June 30, 1984****Board of Directors**

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**Centers**

Executive Office  
106 Halsey Street  
Newark, New Jersey 07102  
(201) 642-4047

Essex County Center  
106 Halsey Street  
Newark, New Jersey 07102  
(201) 642-8080

Hudson County Center  
Hudson County  
Community College  
25 Cottage Street  
Jersey City, New Jersey 07306  
(201) 963-0765

Passaic County Center  
136 Washington Street  
Paterson, New Jersey 07505  
(201) 279-3110

